

Phase I
Identify Corporate Exposure Sources, Issues, and Threats

A. Identify Actions, Decisions, Events, And Activities to Be Monitored
(Select those with special significance for impact and threat analysis in 'B.')

___ Activist Demonstrations/threats
___ Angry Neighbors
___ Competitive Breakthroughs
___ Congressional Testimony
___ Corporate liability
___ Criminal Investigations
___ Employee unrest
___ Executive speeches
___ Government investigations
___ Hazardous waste
___ High-profile litigation
___ International Sanctions
___ Key executive public appearances
___ Labor Negotiations or Actions
___ Major Site – Specific Issues
___ Risk management plan (RMP)
___ Serious environmental cases
___ Significant news interviews
___ Superfund
___ Whistleblowers

B. Forecast Impact/Threat level

1. (Score each of these items a value of 1-10, where 10 equals the highest level of impact)
2. (Score each of these items a value of 1-10, where 10 equals the highest degree of threat)

___ Adverse court decisions
___ Angry employees
___ Anti-corporate action
___ Congressional hearings
___ Emergency potential
___ Emerging issue or problem
___ Exquisite threat
___ Indictment of managers or employees
___ Internal documents leaked
___ Major management decisions
___ Major media story
___ Plant closing
___ Product problems
___ Prosecution
___ Protestors
___ Regulatory problems
___ Takeovers
___ Whistleblowers

Phase II
Combined Score

(Add the impact and threat numbers together to determine a combined score. List up to five items with the highest scores here – in descending order or highest score to lowest). These are your highest priority issues for exposure management, surveillance and readiness activity.

Issue or Threat (up to five)	Score
1. _____	
2. _____	
3. _____	

Phase III
Issue Confidential Limited Distribution Exposure Reports

(Write a synopsis for each of the issues or threats listed in Phase II. Each synopsis should explore why the issue or threat is of utmost importance to the organization, the specific impact to be expected, and the consequences failing to be ready.)

- Number all copies.
- Prohibit any duplication or faxing.
- Collect copies after 72 hours.
- Revise surveillance and exposure goals and adjust readiness plans to reflect new information, and current situation, quarterly.

Phase IV
Meet Quarterly for Exposure Review

- Identify new vulnerabilities
- Eliminate old vulnerabilities
- Provide feedback for revisions to response plan

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FIGURE 8.1 – EXPOSURE MANAGEMENT AND SURVEILLANCE PROCESS